

## SUBURBAN DAY TO BE OBSERVED BY MERCHANTS

Phoenix Merchants Set Oct. 28 First Date on Which To Offer Special Bargains To Out-of-Town People

All roads lead to Phoenix Thursday, October 28, when the first "Suburban Day" will be observed by local merchants and business men.

"Suburban Day" will be a day for the suburbanite, the villager and the rancher. The entire city will be turned over to them and, as special inducement, merchants will offer real attractions in the form of bargain prices.

Final decision was reached yesterday by the committee of the Merchants' and Manufacturers' association to set aside the last Thursday of each month as a special day for out-of-town shoppers. The plans were wholeheartedly endorsed by practically every merchant in the city.

Primarily, "Suburban Day" will be a day of unusual values in local business houses. Bargains of such merit will be offered that shoppers will be attracted from all sections of the state, the committee declared.

Merchants to Cut Prices  
The dollar will be given something like its former value on the occasion of these "Suburban Days." Prices will be slashed "beyond recognition," as one member of the committee explained yesterday.

It is the first concerted action by Phoenix business men toward bidding for the patronage to which they are rightfully entitled. As the capital city and hub of the state, all districts

should be more or less tributary to Phoenix, it is pointed out. Heretofore, practically all of this business has been going to El Paso, Los Angeles or other cities within a radius of a few hundred miles.

"It's bad business, financially and economically," one of the committee-men said. "Phoenix merchants are as progressive as merchants in the larger cities and because of this progressiveness are able to compete with them in every respect, including values as well as quality. But they have never heretofore made an active bid for this out-of-town business."

The old-fashioned bargain counter will be afforded the opportunity of a lifetime when "Suburban Day" arrives, merchants assert. She won't be obliged to hunt the town over, however, for her desires, for they will be offered her on every hand. So many values will be at her finger's tip that she will probably have difficulty in determining which to select, they point out.

### Also Get-Acquainted Day.

Merchandise offered on these occasions will be from the regular stocks and not old or out-of-season goods, it was emphatically emphasized by the business men.

"Suburban Days" also will serve as get-acquainted days and bring the people of the state into close relationship, the committee said. Heretofore there has been more or less sectional feeling among the different communities of Arizona. One of the objects of these bargain days is to abolish sectionalism and create harmony.

Complete plans for the first "Suburban Day" have not yet been completed, but assurance is given by the merchants that it will measure up to every expectation.

Business men of the city are joining hands to make the event a success from every standpoint. Every consideration will be shown out-of-town shoppers and the city will, figuratively, be turned over to them the last Thursday of each month.

In the devastated regions of France the population has increased from two million to more than four million—approximately three-quarters of the pre-war population.

## He Buys Best Who Buys First



The winter suits and overcoats now await your buying signal.

Come early, choose early and get the cream of the selection. Every garment is an honest one, well-made and fairly priced. But to be sure of getting just exactly the model you prefer, make your choice—take your pick—right now. He buys best who buys first.

These new suits will at once appeal to your taste and good judgment. And you'll fall in love with the prices, because they are severely low, considering the supreme values offered.

New Fall Hats that match your new suit are here. Stetson's Mallory's Borsalinos

**Hyder's**  
STORE DE LUXE  
PHOENIX, ARIZ.

### Three-Fold Distinction

WHETHER you enjoy playing the piano, the player piano, or hearing the world's greatest pianists, your desire is fulfilled in

**The ART-APOLLO**  
Reproducing Piano

As a piano, it is endowed with the tone and responsiveness that evoke the highest expressions of talent. As a player piano, it has subtleties of expression that are true to each individual performer.

As a reproducing piano, it is true to Godowsky, Harold Bauer, Ganz, Madame Surkow-Ryder and Roberts, and the world famous artists whose playing it brings to your home.

We urge an investigation but will not obligate you in any way. This is our conception of duty to music lovers.

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The Firm That Made Arizona Musical  
Eugene Redewill, Owner Established 1881  
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Suppose the Apollo does cost us both a little more



## The Greatest Bargain Spot In Phoenix

Lowest Prices Our Chief Attractions  
**Boston Store**  
THE DAYLIGHT DEPARTMENT STORE

## Underpriced Bargain Basement Reduction of Fall Prices Sale

Here is where your dollar does extra duty—takes the "H" out of H. C. L.—Puts good seasonable merchandise within the reach of all—and don't forget "It pays to trade at The Boston Store."

### "REDUCTION OF FALL PRICES"

#### YARD WIDE OUTINGS

Greatly used for undergarments, pajama and warm comfort coverings, in assorted light grounds and stripes, colors absolutely fast, formerly sold up to 49c yard, special **33c**

#### COTTON BATTS

Save money, make your own comforts. This is a value, a full large size, full comfort size batt, 72x90. Soft fleecy white cotton. Extra special each **\$1.35**  
This is an extraordinary batt value.

#### "CRUSADER" BATTS

One of the very best cotton batts made—all selected cotton, extra large size and weight, a batt of regular \$2.39 value, extra special each **\$1.89**

#### WHITE OUTING FLANNEL

A bargain you cannot afford to overlook, a special weight white twilled, a weight for service and warmth, a regular 45c value, extra special per yard **29c**

#### MEN'S WORK SHIRTS

Men's work shirts of special heavy weight mail carriers' blue chambray. Collar attached, all sizes, reinforced seams and pockets, extra special **\$1.25**

#### BUNGALOW CRETONNES

36 inches wide, colors absolutely fast; one of the best wearing and most satisfactory comfort coverings made, beautiful patterns, big assortment, regular 50c values, special per yard **35c**

#### BLEACHED MUSLIN

Yard wide bleached muslin, free from dressing and starch, a muslin formerly sold at 35c yard, special **22 1/2c**

#### CHAPMAN BLEACHED

A full yard wide bleached muslin, formally selling at 39c yard. A bleached muslin of extra service and value, very specially priced, per yard **25c**

### "REDUCTION OF FALL PRICES"

#### SWANS FLEECE OUTINGS

A beautiful quality plain colored outing flannel in pure white, cream, pink, blue and grey, formerly sold at 49c yard, now per yard **33c**

#### COLORED OUTING FLANNELS

A fast colored outing flannel in assorted dark and light styles, greatly used for comfort coverings, a former 29c value, per yard **19c**

#### 39c OUTING FLANNEL

This is a dandy value, special weight and quality, colors absolutely fast, big assortment of patterns, extra special per yard **25c**

#### FANCY DRESS GINGHAMS

In assorted fancy plaids and small checks in the celebrated Amoskeag gingham, colors absolutely fast, gingham formerly selling up to 39c yard, extra special per yard **25c**

#### BEST AMERICAN CALICOES

Hundreds and hundreds of yards best quality American calicoes in navy blues, Calcuttas, greys, cardinals and blacks and whites, colors absolutely fast, special per yard **20c**

#### A. C. A. FEATHER TICKING

Genuine A. C. A. best quality feather ticking, positively the best, fast colored blue and white stripe, formerly sold at 79c yard, extra special **59c**

#### 36-INCH DRESS PERCALES

Absolutely fast colored dress percales in light and dark colors and styles—full yard wide—quality formerly selling up to 45c yard, extra special per yard **29c**

#### BEST QUALITY CHALLIES

Best quality heavy weight challies, 36 inches wide, in assorted dark and medium light colors. Colors positively fast, quality regularly selling at 39c yard, special **27 1/2c**

#### TUDOR CRETONNES

Greatly used for draperies, coverings and comfort coverings, dark and light colors, beautiful patterns, worth up to 39c yard, special **25c**

## Extra Specials for Cool and Crispy Nights

Your unrestricted choice of our entire mammoth stocks of winter beddings—Cotton Blankets—Cotton and Wool Blankets and all Wool Blankets—Cotton—Wool and Down filled Comforters—No reserve—All now at your choice at

### 20% DISCOUNT

## Bargains of the Greatest Importance in Shoes Men's, Women's and Children's Shoes

Our underpriced bargain basement shoe department is a regular beehive—"Where the honey is"—You will find the most bees!—The honey in this instance is the truly wonderful bargains we are offering you in shoes of all sizes for all members of the family, and—again remember

## It Pays to Trade at the Boston Store

### "Reduction of Fall Prices"

#### 200 PAIRS MEN'S SHOES

200 pairs men's shoes, made of best quality tan calf, regular army shoes, on the celebrated Munson last, all sizes, actual value \$8.50, choice **\$5.95**

#### 200 PAIRS MEN'S SHOES

A wonderful bargain, 200 pairs men's black dress shoes in Blucher cut or English last models, a full range of sizes, shoes of actual worth to \$12.00 pair, extra special, choice **\$6.95**

#### 100 PAIRS WOMEN'S OXFORDS

100 pairs of women's oxfords in both tan or black kid, made with Cuban heels, a shoe of extreme service and stylish lasts, actual worth to \$9.50, while they last **\$5.45**

### "Reduction of Fall Prices"

#### WOMEN'S HIGH TOP BOOTS

In all about 50 pairs, women's high top boots in tans, black and greys, French heels—a wonderful value, your choice while they last **\$5.95**

#### BOYS' BIKE SHOES

Boys' bike shoes of genuine elk hide in tan and smoked leathers, all sizes, a shoe the boys really enjoy wearing, special **\$3.95**

#### WOMEN'S FELT SLIPPERS

The genuine "Comfy" feet slippers in every size, style and color, padded soles, specially priced, per pair **\$2.25 TO \$3.00**

Do not overlook the fact that the Boston Store carries the biggest and best assorted stock of

## Children's School Shoes

In the state—All of the best makes—in every size and style and always priced less than you pay elsewhere. The home of real bargains—The Boston Store' Bargain Basement.